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Feb 22nd, 10:15 AM - 11:30 AM

Tweet Like Ethel; Or, How to Impress Your Institution's Marketing Team

Amee H. Odom 2212519

Wingate University, amee@wingate.edu

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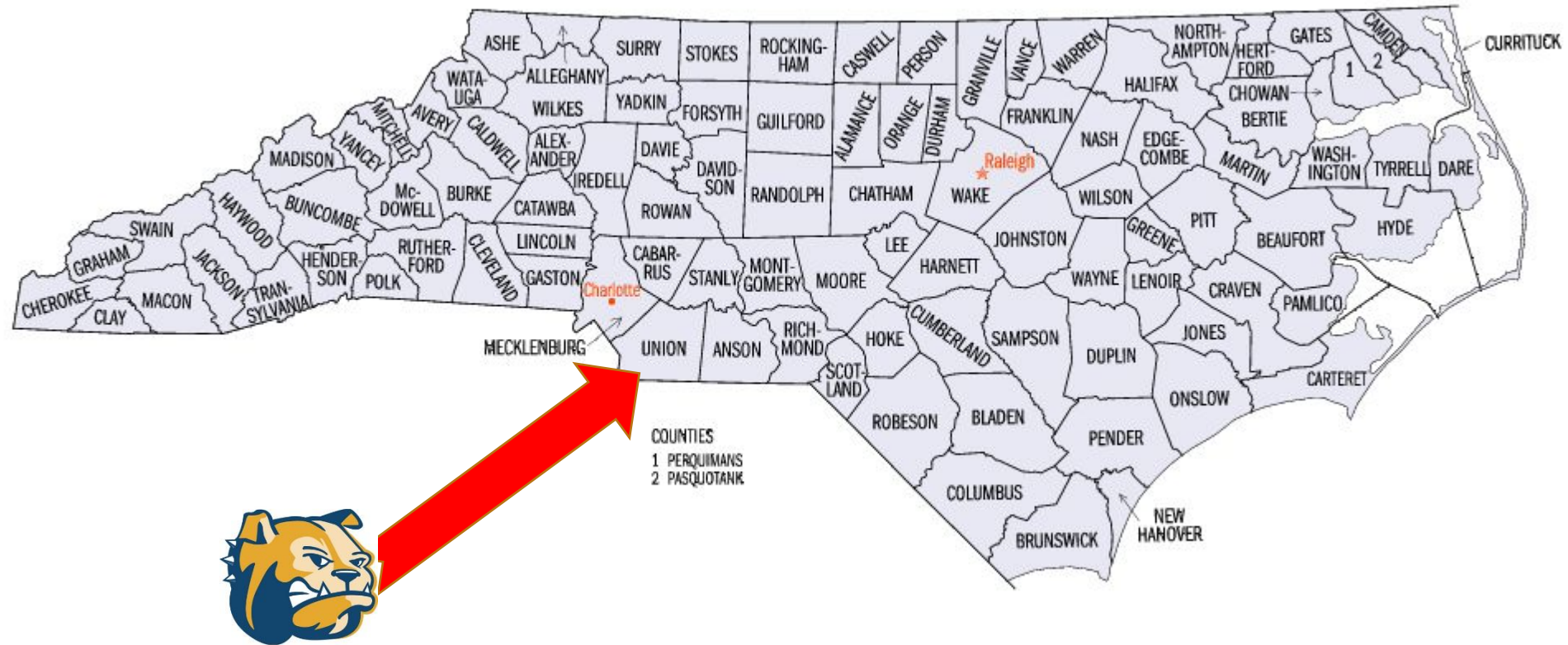
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Tweet like Ethel!

Or, How to Impress Your Institution's Marketing Team

Amee Odom, Director of the Library

Jessica Swaringen, Reference and Instruction Librarian



Key Indicators

- 3,493 total FTE
 - 2,726 Undergraduates (FTE)
 - 768 Graduates (FTE)
 - 197 full time faculty (FTE)
- Degrees offered:
 - 33 Bachelor's
 - 6 Master's
 - 3 Doctoral
- Campuses
 - Wingate, Charlotte, and Hendersonville

2019-2020 Census data



“It’s A Great Day at the Ethel K.!”

W I N G A T E



Snapshot

Library Staff

- Professional Librarians
 - 5 full time
- Para-Professionals
 - 2 full time and 2 part time
 - 25 student assistants

Typical Week

- Open 85.5 hours
- Gate Count ~5,800 patrons

“The library's social media presence actually is the Gold Standard at Wingate. The posts are **regular and relevant**. They have **story, heart, and humor**. There are times when it outperforms the University's main social media pages as far as engagements are concerned. **They have their voice down** and it is clear their audience responds to it.”

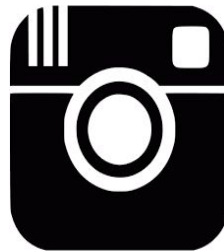
- Nick DeLangie, Director of Marketing Analysis



@ekslibrary

@Amees_Odom

@jessicaleeswag



@ethelksmith

@ameeodom

@jessicaleeswag
@literarycatfam



Ethel K. Smith Library, Wingate University

Amees Odom

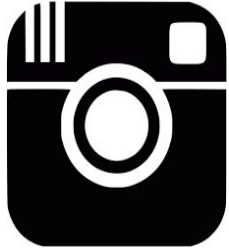
Jessica Lee


WINGATE



Social Media Illustrations

W I N G A T E



 | **Instagram**

[Log In](#) [Sign Up](#)

**ekslibrary** [Follow](#)

267 posts 340 followers 110 following

Ethel K. Smith Library
110 Church Street, Wingate, NC
library.wingate.edu[POSTS](#) [TAGGED](#)

MLK JR DAY FACILITY HOURS

FRIDAY, JANUARY 17: 7:30AM-5PM
SATURDAY, JANUARY 18: CLOSED
SUNDAY, JANUARY 19: CLOSED
MONDAY, JANUARY 20: 6PM-11PM

REGULAR HOURS RESUME ON
TUESDAY, JANUARY 21: 7:30AM-11PM

Enjoy the break!



SPREAD GOOD CHEER.

EKS Library Winter Break Hours for Patrons
(closed weekends)

Wednesday, December 11 - Tuesday, December 17: 8am-4pm
Wednesday, December 18: 8am-11am; 2:30pm-4pm [closed 11am-2:30pm]
Thursday, December 19 - Friday, December 20: 8am-4pm

Monday, December 23 - Wednesday, January 1: closed
Thursday, January 2 - Friday, January 3: 8am-4pm

Monday, January 6: 1pm-4pm [closed 8am-1pm]
Tuesday, January 7: 8am-5pm
Wednesday, January 8 (classes begin): 7:30am-11pm

Social Media Illustrations

W I N G A T E



EKS Library
1,431 Tweets

Edit profile

EKS Library
@ekslibrary
News and updates from the Ethel K. Smith Library staff, 110 Church Street,
[@WingateUniv](#)
Wingate, NC 28174 [library.wingate.edu](#) Joined June 2010
131 Following 442 Followers

TweetsTweets & repliesMediaLikes

EKS Library @ekslibrary · Jan 17
Facility hours for the MLK Jr. Holiday Weekend. #ItsAGreatDayAtTheEthelK

Search Twitter

You might like

taylor
@Taylor335

Follow

Campbell University

@campbelledu

Follow

Joe Reich
@Reich_WingateFB

Follow

Show more

Trends for you

Trending in United States
#RIPAltoBelliFamily
8,278 Tweets

Social Media Illustrations

W I N G A T E

Home Notifications Discover Me Search Twitter

LIBRARY List

A public list by Amee Odom

Everything Library...

MEMBERS 25 SUBSCRIBERS 0

Edit Delete

Tweets

List members

List subscribers

More lists by @Amee_Odom · View all

- MUSIC List
- ON THE ROAD AGAIN List
- PRINT List
- KEY WEST List
- SOUTHPORT List
- TV List
- PEOPLE List
- NEWS List
- WINGATE List
- LIBRARY List

List members

- Union County Pub Lib** @UCPublicLibrary
Twitter of Union County Public Library, with locations in Monroe, Indian Trail, Marshville, and Waxhaw. Have a question? Tweet us or call 704-283-8184. #UCPL
- MetrolinaLibraryAssn** @MLA_Library
Metrolina Library Association - affordable networking and professional development opportunities for librarians in the Carolinas.
- DigitalNC** @ncdnc
North Carolina Digital Heritage Center. Supported by the State Library of NC, @US_IMLS, and @unclibrary. Tweets from Lisa Gregory and Nicholas Graham.
- Library as Incubator** @IArtLibraries
We work to highlight artists & projects that have been "incubated" in part by library collections and spaces, & give librarians and artists a place to connect.
- Nora Bird** @NorajBird
Community college library researcher, LIS faculty, workplace information literacy, Rutgers SCILS Ph.D.,
- NC Library Assoc** @nclaonline
The North Carolina Library Association was organized May 14, 1904, by a group of seven librarians who met in Greensboro.
- US Copyright Office** @CopyrightOffice

- US Copyright Office** @CopyrightOffice
The official Twitter feed of the Register of Copyrights of the United States.
- DocsTeach** @DocsTeach
The online tool from the US National Archives for teaching with documents. Create interactive lessons with primary sources to foster historical thinking.
- LISSA at UNCG** @UNCGLISSA
- UNCG LIS** @lisuncg
Connect With Us
- AAUP** @AAUP
Advancing academic freedom & shared governance; defining professional standards; promoting economic security of academics; organizing to make our goals reality.
- US National Archives** @USNatArchives
The nation's record keeper. Follow us for live tweeting of events, two-way conversations, and help with questions.
- HuffPost Books** @HuffPostBooks
Read like you mean it. Senior Editor: @zoetricksta. Editors: @maddiecrum, @ClaireEFallon. books@huffingtonpost.com.
- steven bell** @blendedlib
stevenb - thinking and writing about academic librarianship, teaching/learning, design thinking,

Meet your constituents

- Analytics dictate each patron base & preferred platform(s)

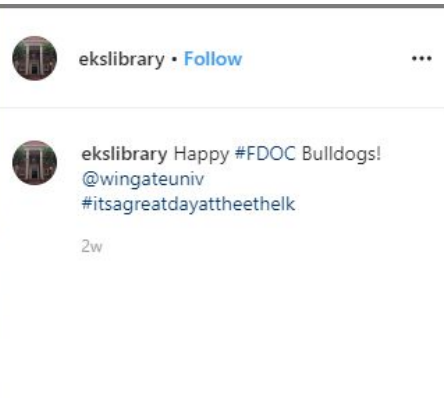
Managing the Message

- Ethel's validity in the “noise” of other posts/sources
- Ethel's consistent branding and voice
 - interest
 - accessibility
 - credibility

Mixing fun with the pedagogy

- “Eat your broccoli and then you can have dessert.”

Types of Posts



Ethel K. Smith Library, Wingate University

Published by Jessica Lee [?] · December 9, 2019 ·

Did you miss the OER Table at the Wingate Holiday Party? Not to worry! It's never too late to give the gift of open!

According to the Hewlett Foundation, "Open Educational Resources [OERs] are teaching, learning and research materials in any medium – digital or otherwise – that reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions." (<https://hewlett.or...> See More



Types of Posts



- ekslibrary • Follow ...
- ekslibrary Reading day means exam pens! Pick one up for good luck on your final exams.
#itsagreatdayattheethelk
#goodluckonexams
7w
- laceybillotto I miss making the bouquet! 🌸
7w 2 likes Reply
View replies (1)
- kbritt5 Can alums get pens too?!



Raiding
Area 51



Raiding
the library
of its books



- ekslibrary • Following ...
- ekslibrary HUGE congratulations are in order for EKS student assistant Sam Clarke for publishing his first book of poems and short stories! We are honored to now have a signed copy in our collection.
#itsagreatdayattheethelk
22w
- mtues This is awesome! Go Sam!
22w 1 like Reply
- beyondtheboxwoods Wonderful!
22w Reply
- Liked by ameeodom and 74 others

- EKS Library** @ekslibrary · Sep 19, 2019
Want to know more about North Carolina Pirates? You can with the NC Maritime Museums! Give them a holler @NCMaritimes #FieldTripAnyone? #TLAPD
3
- EKS Library** @ekslibrary · Sep 19, 2019
Blackbeard was likely a privateer during Queen Anne's War (a conflict primarily between France and Britain); when Blackbeard later turned to piracy, he named his flagship Queen Anne's Revenge. #TLAPD
1
- EKS Library** @ekslibrary · Sep 19, 2019
The famous pirate Blackbeard is sometimes given the birth name Edward Teach or Edward Thatch, but historians don't have a consensus on what the pirate's actual, legal name was. #TLAPD
1

Types of Posts

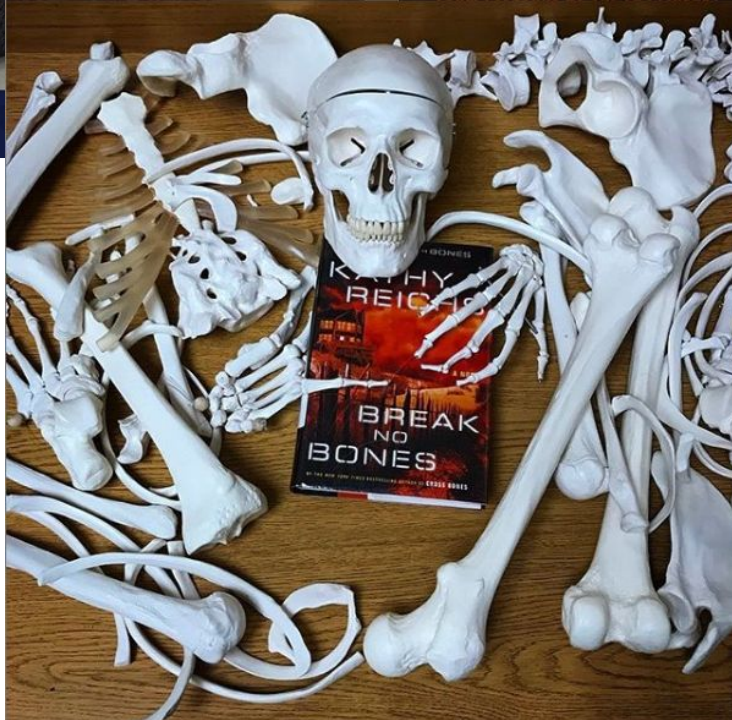
LIBRARY RESOURCE SPOTLIGHT

Group Study Rooms

Group Study Rooms are a great place to... work on a group assignment, prepare for an exam, or practice a presentation.

Have your WU ID ready to check out one of our **five** group study rooms!

#ItsAGreatDayAtTheEthelK



LIBRARY RESOURCE SPOTLIGHT:

InterLibrary Loan (ILL)

ILL allows you to access books and articles not included in Ethel's collection from another participating library. All you need is the item information and to fill out a form!

To access the form, go to
Home > Sources > Request

Library Resource Spotlight:

ASK ETHEL!

Ask Ethel (or Chat Now!) is the library's chat service. When live, you can chat with a librarian in real time!

Chat with a Librarian

Your Name

Email Address

Fetch! >>>



chat now!

Have a Question...?

Ask Ethel

Our chat service is offline, but you can submit your question above.

If Ask Ethel is not live, you can enter your question for the librarians to see later.

GOT RESEARCH?

COME BY THE RESEARCH DESK!

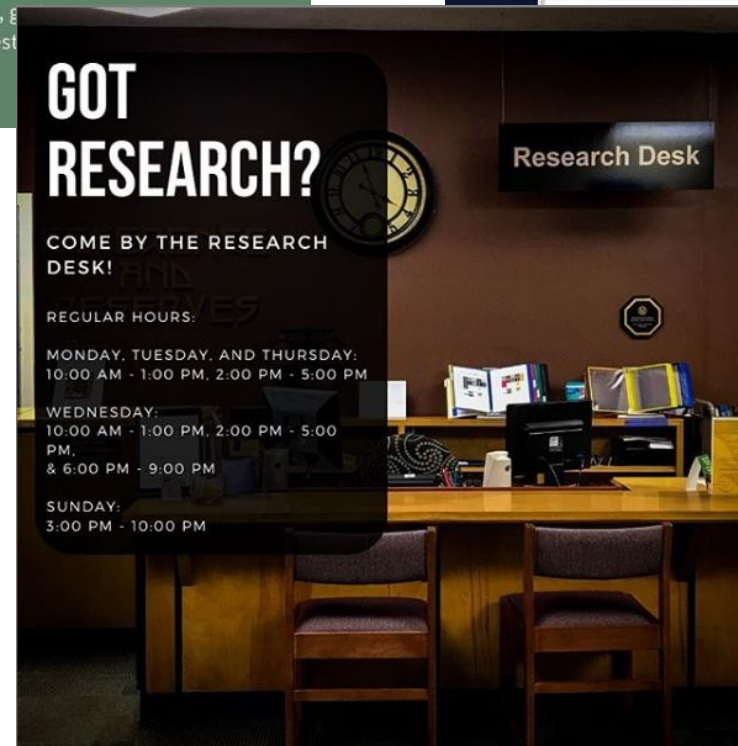
REGULAR HOURS:

MONDAY, TUESDAY, AND THURSDAY:
10:00 AM - 1:00 PM, 2:00 PM - 5:00 PM

WEDNESDAY:
10:00 AM - 1:00 PM, 2:00 PM - 5:00 PM,
& 6:00 PM - 9:00 PM

SUNDAY:
3:00 PM - 10:00 PM

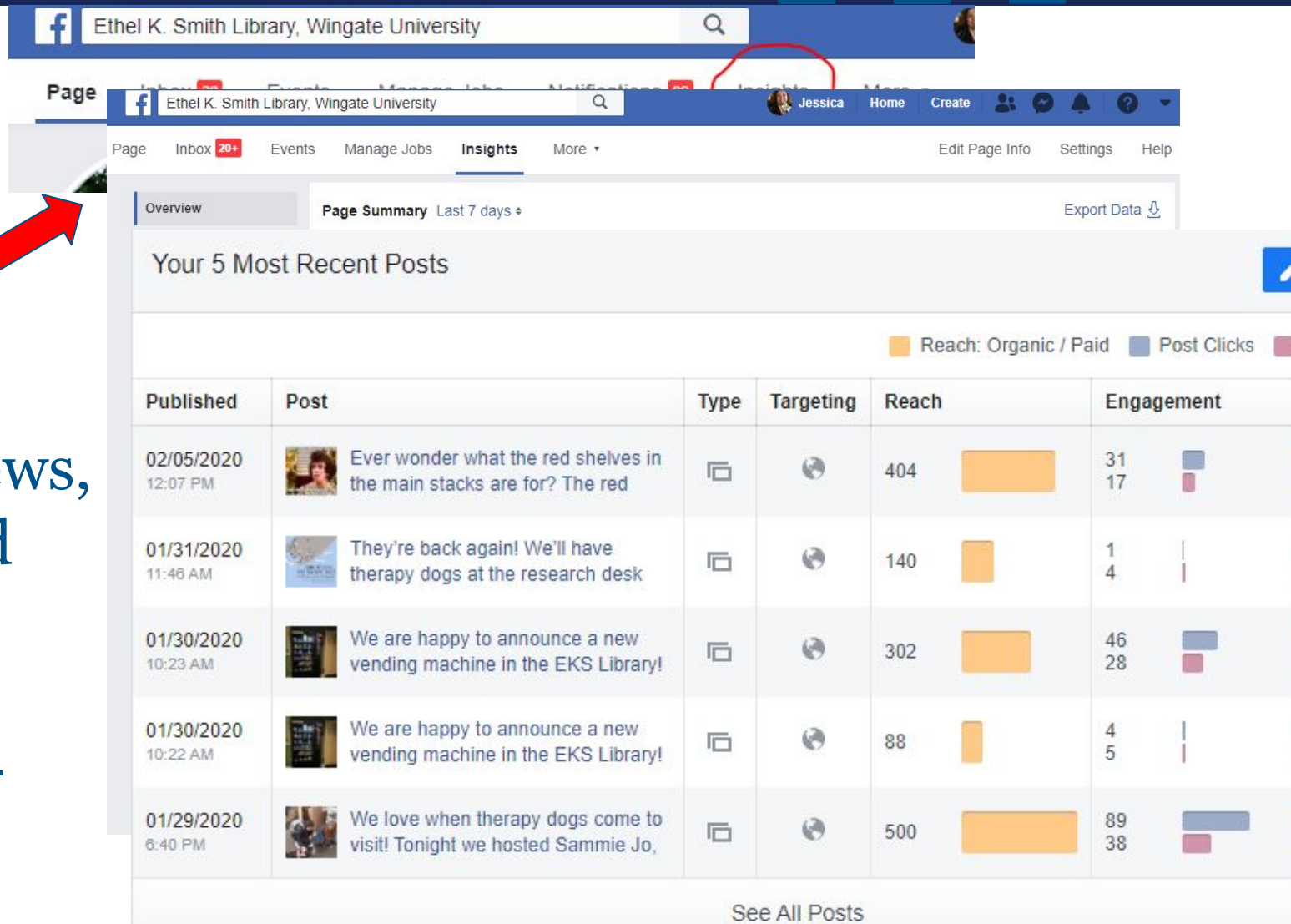
Research Desk



Analytics Tools: Facebook

W I N G A T E

1. Go to library's page
2. Click on "Insights"
3. Review your page's views, likes, engagement, and more
4. Adjust for time span -- default is last 7 days



1. Log in to Twitter
2. Go to “Analytics”
3. Review summary of the current month
4. Also review previous months’ summaries and top tweets, media tweets, mentions and followers, etc.

Sep 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 8,153 impressions

Arrrr! We be in the spirit to talk like a pirate... and dress like one, too!

[#ItsAGreatDayAtTheEthelK](#)
[@wingateuniv](#) [#TLAPD](#) [@thecapnslappy](#)
[pic.twitter.com/diq1Bth930](#)



2 5

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 58 engagements

 **Wingate University**
[@WingateUniv](#) · Sep 12

The first event of this series is tomorrow at 5 PM in the AV room of the [@ekslibrary](#)!

See you all there tomorrow.
[pic.twitter.com/2arzNkoCtf](#)



1 6



1 3

[View Tweet activity](#)

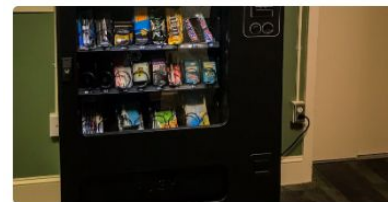
[View all Tweet activity](#)

SEP 2019 SUMMARY

| | | | |
|----------------|-----|-------------------|-------|
| Tweets | 55 | Tweet impressions | 26.3K |
| Profile visits | 265 | Mentions | 5 |
| New followers* | 10 | | |

*Data for this month may not be exact due to a service outage.

a purchase. Find the new vending machine next to the elevator on the 1st floor.
[#itsagreatdayattheethelk](#)
[pic.twitter.com/B6wiYOCQ43](#)



8

[Get started](#)

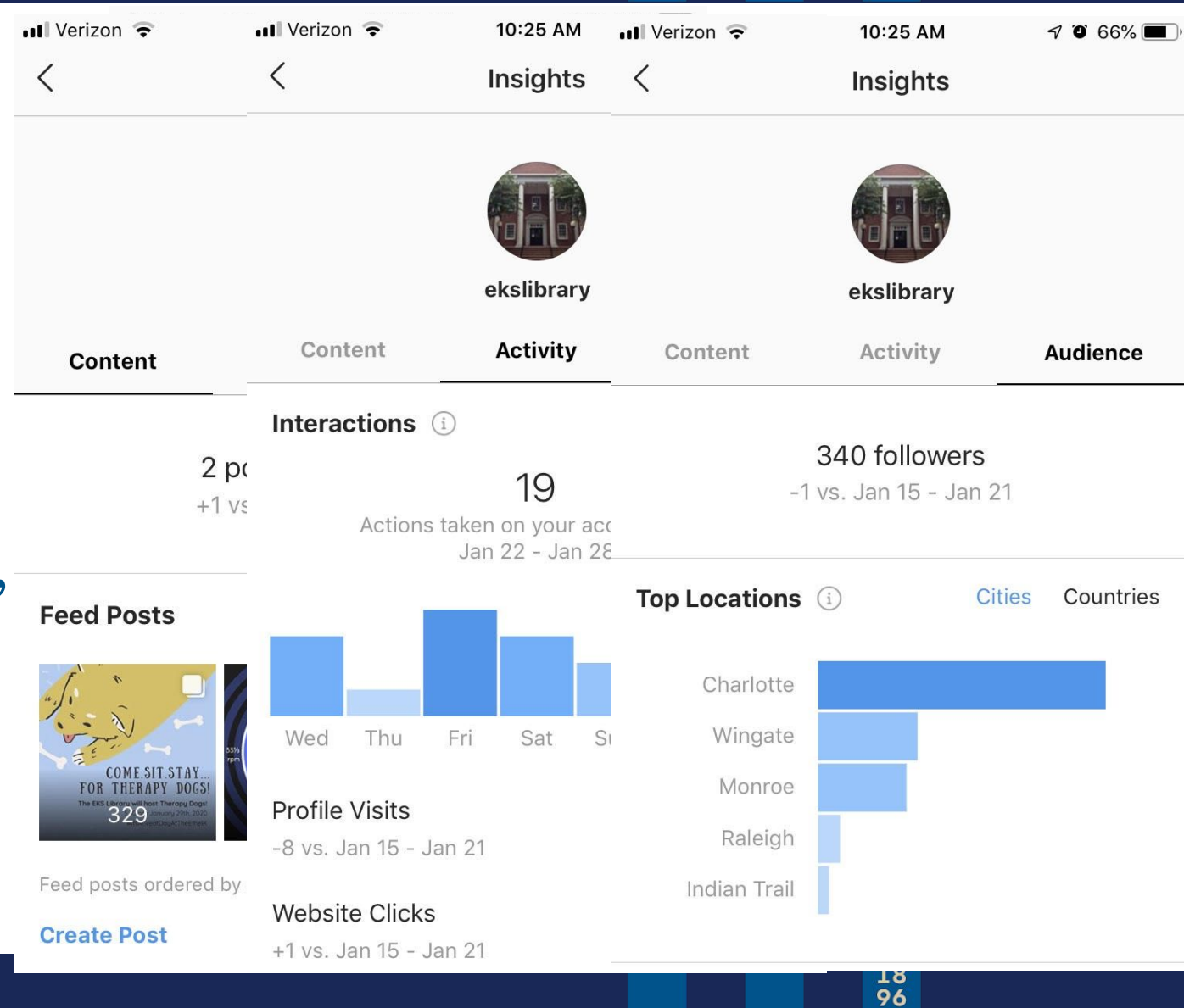
FEB 2020 SUMMARY

| | | | |
|-------------------|-------|----------------|---|
| Tweet impressions | 1,972 | Profile visits | 9 |
| New followers | -1 | | |

Analytics Tools: Instagram (Mobile Only)

W I N G A T E

1. Sign in to your Instagram
2. Go to Edit Profile
3. Click on “Switch to Professional Account”
4. After changing account type, you will see insights
5. View insights for content, activity, and audience



Thank You!

Questions?

